

# KUFX-FM/HD-1

## Issues/Programs Report

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January – March 2014

## **ISSUES/PROGRAMS REPORT**

### **Q1 2014**

The following report details public affairs programming aired during the period January-March 2014.

For this period, issues ascertained to be of significant importance to the San Francisco/Bay Area included:

***HEALTH***

***ECONOMY***

***CHILDREN's ISSUES/PARENTING***

***EDUCATION***

***ENVIRONMENT***

A summary of programs aired addressing these issues and full show descriptions follow.

Also, public service campaigns and community initiatives aired/conducted during the quarter are also detailed.

## **KUFX-FM/HD-1 PUBLIC AFFAIRS PROGRAM SCHEDULE**

**Q1 2014**

### **SUNDAYS**

<u>Time</u>	<u>Program</u>	<u>Type</u>	<u>Length</u>
5:00 AM	Info Trak	I	30 min
5:30 AM	Today's World	I	30 min
6:00 AM	Commonwealth Club	I	1 hour

Program Type Description: I = Interview Format, S = Speech w/ question & answer, E = Educational, O = Other

KUFX-FM PSA'S/COMMUNITY INITIATIVES  
Q4 2013

As a part of our commitment to promoting sustainability "One Thing" PSA's inform listeners how to make this a greener world. Topics range from energy saving tips to ways to reduce paper and emissions.

**One Thing PSA's aired: 266**

In an effort to educate children on safe ways to stop bullying, "Anti Bullying" PSA's help parents provide resources for their children.

**Anti Bullying PSA's aired: 37**

On November 23<sup>rd</sup>, the station participated in a day long relief drive to benefit the victims of Typhoon Haiyan

**Total PSA's Aired: 303**

## **KUFX Q1 2014 ISSUES + PROGRAMS REPORT SUMMARIES**

### **HEALTH**

<b>DATE</b>	<b>TOPIC</b>	<b>DURATION</b>	<b>PROGRAM</b>
1-5-14	Marlene Brill talks about steps parents can take to raise children who become academic achievers.	9 minutes	Info Trak
1-19-14	Nicole Ludwig discusses her journey with heart disease while being a mother and wife.	30 minutes	Today's World
1-19-14	Dr. Larry Brilliant says studies involving people with moderate to severe treatment-resistant PTSD found most subjects were improved after three treatments with medical-quality ecstasy.	1 hour	Commonwealth Club
1-19-14	Brenda Shields discussed a recent study into the increasing dangers for young people involved in cheerleading.	4 minutes	Info Trak
1-26-14	Dr. Karl Pillemer explained why younger people should take advantage of this rich resource of older Americans' wisdom.	9 minutes	Info Trak
1-26-14	Dr. John Hayes outlines steps to cut sodium intake and the reasons why everyone should do it.	5 minutes	Info Trak
2-9-14	Dr. Debbie Magids suggests ways that a person can analyze their own patterns of behavior, to clear the way for more fulfilling relationships.	5 minutes	Info Trak
2-16-14	Dr. Russell E. Johnson found that smartphones appeared to have a greater effect on people's energy levels and sleeping abilities in comparison to other electronic screens.	7 minutes	Info Trak
3-9-14	Brian Fleming discussed Post Traumatic Stress Disorder and other difficulties faces by combat veterans and their families.	9 minutes	Info Trak
3-9-14	Dr. Bradley F. Bale talked about the importance of simple changes	9 minutes	Info Trak

	in lifestyle that can dramatically cut the risk of heart attack and stroke.		
3-23-14	Rob Tufel & Allison Jones-Thompson talked about need for volunteers and cancer fundraising efforts. They are based in Silicon Valley area with hopes to expand to a larger platform.	30 minutes	Today's World
3-23-14	Dr. Kendrin Sonnevile explained which activities are most commonly associated with stress fractures and recommended ways to get enough vitamin D.	5 minutes	Info Trak
3-30-14	Judy Foreman discusses the connection between chronic pain and prescription drug addiction.	8 minutes	Info Trak

## ECONOMY

DATE	TOPIC	DURATION	PROGRAM
1-12-14	Phil Gaddis explained why career change turnover has increased so rapidly in recent decades, and offered advice for those considering a career change.	8 minutes	Info Trak
1-26-14	Scott Bittle explained why unemployment remains the public's top concern in polls and is continually marked as the most damaging result of the Great Recession.	8 minutes	Info Trak
2-2-14	Greg Dalton, Founder and Host of Climate One, emphasized the great opportunities in the transition to the low-carbon economy.	1 hour	Commonwealth Club
2-2-14	Chris Malone explained why upstart businesses have surged in popularity while many traditionally dominant companies and brands have been falling behind.	8 minutes	Info Trak
2-9-14	Keith Hennessey, Christina Romer & Jonathan Weber discuss where the U.S. and global economies are headed in 2014 and what should	1 hour	Commonwealth Club

	be done to keep them on track.		
2-9-14	Dr. Lisa J. Servon's research finds that check cashers actually make sense for many people who live paycheck to paycheck.	11 minutes	Info Trak
2-9-14	Dan McCue said a quarter of all U.S. households are paying more than half of their income for housing, which is dangerously high.	6 minutes	Info Trak
2-23-14	Erin Botsford discussed the turbulence in today's economy and how it has changed retirement planning.	8 minutes	Info Trak
2-23-14	Aaron W. Smith outlines the most common ways that consumers use their phones as shopping tools.	5 minutes	Info Trak
3-9-14	Tom Perkins describes a letter published by The Wall Street Journal to "call attention to the parallels of fascist Nazi Germany to its war on its 'one percent,' namely its Jews, to the progressive war on the American one percent, namely the 'rich.'"	1 hour	Commonwealth Club
3-23-14	Orville Schell observes that the rapidly transforming country has shifted from "imperial doormat to global economic powerhouse."	1 hour	Commonwealth Club
3-23-14	Dr. Laurence Shatkin shared his research into the most secure jobs during hard economic times.	9 minutes	Info Trak
3-30-14	Michelle A. Riklan offers marketing ideas for people either looking for a job or hoping to move their careers forward.	9 minutes	Info Trak

## CHILDREN'S ISSUES

<b>DATE</b>	<b>TOPIC</b>	<b>DURATION</b>	<b>PROGRAM</b>
1-5-14	Dr. Ken Druck talks about school shootings and safety issues parents can discuss with their children	6 minutes	Info Trak
1-5-14	Kimberly Thompson gives tips for concerned parents on how to make sure the game their teen is buying is within parental guidelines.	4 minutes	Info Trak
2-2-14	Dr. Yasmin Hurd explained how parents can deal with the mixed messages society is conveying to young people about marijuana.	9 minutes	Info Trak
2-16-14	Dr. Daniel J. Siegel believes brain development is the explanation for sometimes erratic, unusual and creative behavior in teens.	8 minutes	Info Trak
2-23-14	Gloria Sandoval discussed the culture of violence affecting children as well as domestic violence as a social issue.	30 minutes	Today's World
2-23-14	Amy Chua talks about the parenting cultural divide, her struggles and aspirations as a parent, and what it really means to be a tiger mother.	1 hour	Commonwealth Club
2-23-14	Dr. John M. Leventhal believes that educational programs for new parents could help reverse child abuse trends.	8 minutes	Info Trak
3-16-14	Dr. Deborah Serani discussed the major challenges faced by families of children with mental illness.	11 minutes	Info Trak
3-16-14	Dr. Russell Pate offers simple ideas for parents on how to increase their kids' level of exercise.	5 minutes	Info Trak

## **EDUCATION**

<b>DATE</b>	<b>TOPIC</b>	<b>DURATION</b>	<b>PROGRAM</b>
1-5-14	Marlene Brill talks about steps parents can take to raise children who become academic achievers.	11 minutes	Info Trak
1-12-14	Sandra Genera talked about The Puente mentoring and education	30 minutes	Today's World



	projects at Chabot College helping increase the number of educationally underserved students with assistance in transferring into four year universities.		
1-12-14	Dr. Jonathan Jefferson says zero tolerance policies and the application of labels to students who have learning disorders causes many to be left behind.	5 minutes	Info Trak
1-19-14	Dara Feldman offered suggestions for concerned parents who would like to help and encourage stressed-out teachers.	9 minutes	Info Trak
2-16-14	Dr. Kenneth Dautrich says a sizeable number of students either do not view the First Amendment favorably or take its protections for granted.	5 minutes	Info Trak
3-2-14	Dr. Kristen Copeland outlined the types of questions parents should ask when they are looking for a pre-school or daycare center.	8 minutes	Info Trak
3-9-14	Alfie Kohn explains why homework is still so widely accepted, despite evidence against it.	5 minutes	Info Trak

## ENVIRONMENT

DATE	TOPIC	DURATION	PROGRAM
1-5-14	Greg Dalton talks about the severe weather Americans can expect in coming years and how the scientific “debate” plays out in public.	1 hour	Commonwealth Club
2-2-14	Janet Larson talked about the huge environmental impact of bottled water, both in its manufacture and disposal.	5 minutes	Info Trak
3-2-14	Phil Reed talks about advancing technology for both the environment and consumers’ pocketbooks.	5 minutes	Info Trak

3-30-14	Ciji Ware offers ideas on how to make wise decisions in downsizing, in particular through recycling and donations.	5 minutes	Info Trak
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## MISCELLANEOUS

DATE	TOPIC	DURATION	PROGRAM
1-5-14	Terry Messer & Julie Wong talked about upcoming fund-raising events and their need for volunteers for pet fostering.	30 minutes	Today's World
1-12-14	Sir Michael Moritz shares corporate profiles and recounts the beginnings, the drama and the glory of Amazon and Twitter.	1 hour	Commonwealth Club
1-12-14	Lance LoRusso explained how the investigation of a police shooting differs significantly from one involving a civilian.	9 minutes	Info Trak
1-19-14	Sheldon Krantz says legal services should be available to every American, whether they can afford it or not.	8 minutes	InfoTrak
1-26-14	Jason Hoffman discussed his organization's non-profit partnering with singer Sheila Escovedo to create the Elevate Hope Foundation. They assist providing children alternative methods to therapy through music and the arts.	30 minutes	Today's World
1-26-14	James Carville & Mary Matalin offer a candid look into the heart of Washington politics.	1 hour	Commonwealth Club
2-2-14	Andy Chu & Peggy Kennedy talk about an annual fundraising run/walk marathon to benefit the Chinatown YMCA -- as well as the vastly popular and culturally diverse Chinese New Year Parade event in San Francisco.	30 minutes	Today's World
2-9-14	Mats Wallin & Joe Madden talked about their fundraising "March Mania" sports event. All the	30 minutes	Today's World

	proceeds will benefit Diabetes, Youth + Families.		
2-16-14	Elaine Lyford-Nojima talks about her non-profit and grassroots pet organization specifically deals in helping shelter and foster cats get adopted. Their volunteers shelter as well as rescue and trap/spay-neuter/release many felines in The Bay Area.	30 minutes	Today's World
2-16-14	Linda Ronstadt traces the roots of her musical journey starting with her childhood in Arizona, her introduction to the L.A. music scene, and coping with success.	1 hour	Commonwealth Club
3-2-14	Will Young, Brian Luerssen, Mark Randall & James Temple discuss the importance of innovation within large companies and how corporate teams are thinking like startups.	1 hour	Commonwealth Club
3-2-14	Masashi Niwano discussed the organization's mission in preserving the Asian culture through film as well as other media & education.	30 minutes	Today's World
3-2-14	Dr. John A. Eterno explains how increasing pressure to show decreasing crime rates by any means necessary has affected police departments throughout the United States.	9 minutes	Info Trak
3-9-14	Jay Banfield talks about Year Up's services. One of their graduates joined the show to talk about her experiences and success stories with the program.	30 minutes	Today's World
3-16-14	Anna Quindlen shares a deeply moving and funny story about unexpected love and a woman's journey of self-discovery.	1 hour	Commonwealth Club
3-16-14	Julie Angwin outlines tools that people can use to reduce their digital footprint.	6 minutes	Info Trak
3-23-14	Stephen Downing explained why he believes that the war on drugs	9 minutes	Info Trak

	has failed.		
3-30-14	Ben Rattray & Matt Mullenweg discuss the importance of innovation within large companies and how corporate teams are thinking like startups.	1 hour	Commonwealth Club
3-30-14	Jaime Huertas discussed a major fundraiser at this Union City High School to benefit their popular Ballet Folklórico Club. The school and pro-wrestler alliance will hopefully bring more fundraising efforts to Bay Area schools in the near future.	30 minutes	Today's World
3-30-14	Garvin Thomas joined the show to discuss the most recent batch of Bay Area residents who deserved some recognition for their acts of generosity and kindness. We talked about some of the locals who made it on to the newscast's weekly segment and their contributions to society.	1 hour	Commonwealth Club

# Program Summaries

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January – March 2014

INFO TRAK Q1 2014

Program Synopsis

January - March 2014

**Date aired: 1/5/14 Time Aired: 5:00am**

**Marlene Targ Brill**, childhood development and education expert and author of "Raising Smart Kids for Dummies"

Ms. Brill talked about simple steps that parents can take to raise well-rounded kids and help them to become academic achievers.

**Issues covered:**

**Length: 10:54**

**Parenting Issues**

**Education**

**Children's Issues**

**Family**

**Ken Druck, PhD**, psychologist and founder of the Families Helping Families program, has worked with families at Columbine and Santana High Schools and at other sites of tragedy

Dr. Druck talked about the ongoing epidemic of school shootings and other violence, and its possible causes. He also discussed the safety issues every parent needs to discuss with their children and how to do it.

**Issues covered:**

**Length: 6:23**

**Violence**

**Education**

**Child Safety**

**Police & Crime**

**Kimberly Thompson**, Creator and Director, Kids Risk Project at Harvard University and Co-Founder and Director of Research, Center on Media and Child Health, Children's Hospital in Boston, and **Kevin Haninger**, a doctoral student at Harvard

Professor Thompson and Mr. Haninger discussed their study that found that 48 percent of video games rated for teenagers have more sex, violence, substance abuse and gambling than is described on the game box. They gave tips for concerned parents on how to make sure the game their teen is buying is within the boundaries parents set.

**Issues covered:**

**Length: 4:37**

**Parenting Issues**

**Youth at Risk**

**Consumer Issues**

**Date aired: 1.12.14 Time Aired: 5:00am**

**Phil Gaddis**, President, Executive Search at the Addison Group, a Chicago-based provider of professional staffing and search services

Recent statistics show that the average American changes careers seven times. Mr. Gaddis explained why the turnover has increased so rapidly in recent decades, and offered advice for people who are considering a career change.

**Issues covered:**

**Length: 8:04**

**Employment**

**Lance LoRusso**, Atlanta-based attorney, former law enforcement officer, author of *"When Cops Kill: The Aftermath of a Critical Incident"*

Mr. LoRusso said police officers are well-trained on when and how to use their weapons, but are ill-prepared for what to do in the aftermath. He explained how the investigation of a police shooting differs significantly from one involving a civilian. He estimated that 75% of officers involved in a deadly force incident are the target of a civil lawsuit, whether the shooting was justified or not.

**Issues covered:**

**Length: 9:10**

**Police & Crime**

**Violence**

**Legal Matters**

**Jonathan T. Jefferson, PhD**, school administrator, author of *"Mugamore: Succeeding without Labels—Lessons for Educators"*

Dr. Jefferson said he believes that today's education system needs to change the way it handles problem students. He said zero tolerance policies and the application of labels to students who have behavioral or learning disorders causes many of them to be left behind. He believes that schools personnel need to exercise more patience with immature students to give them time to grow into productive students.

**Issues covered:**

**Length: 5:07**

**Education**

**Youth at Risk**

**Date aired: 1.19.14 Time Aired: 5:00am**

**Dara Feldman**, award-winning teacher, Director of Educational Initiatives for The Virtues Project, author of "*The Heart of Education*"

Ms. Feldman noted that 50 percent of new teachers get burned out in their first five years on the job and end up leaving the profession. She explained why this is such a costly problem and how it damages our nation's education system. She offered suggestions for concerned parents who would like to help and encourage stressed-out teachers.

**Issues covered:**

**Length: 8:57**

**Education**

**Parenting**

**Sheldon Krantz**, Distinguished Visiting Professor of Law at the University of Maryland Carey School of Law, former dean of the University of San Diego Law School, former law professor at the Boston University Law School, former federal prosecutor, author of "*The Legal Profession: What Is Wrong and How to Fix It*"

Mr. Krantz said legal services should be available to every American, whether they can afford it or not. He said attorneys do not provide nearly enough pro bono services. He said many of today's law students would be willing to work in the public interest, but are often mired down in student



debt. He would like to see loan forgiveness programs or other new initiatives that would enable young lawyers to help lower-income litigants.

**Issues covered:**

**Length: 8:09**

**Legal Matters**

**Poverty**

**Government Policies**

**Brenda Shields, M.S.**, research coordinator, Center for Injury Research and Policy, Columbus Children's Hospital in Ohio

Ms. Shields discussed a recent study into the increasing dangers for young people involved in cheerleading. Her research found that emergency room visits are becoming much more common as cheerleading routines have added complex gymnastic moves. She outlined the questions that parents should ask, to be sure coaches are properly qualified.

**Issues covered:**

**Length: 4:45**

**Personal Health**

**Children**

**Parenting**

**Date aired: 1.26.14 Time Aired: 5:00am**

**Karl Pillemer, PhD**, Hazel E. Reed Professor in the Department of Human Development and Professor of Gerontology in Medicine at the Weill Cornell Medical College, Founder and Director of the Cornell Institute for Translational Research on Aging, author of *"30 Lessons On Living: Tried and True Advice from the Wisest Americans"*

Dr. Pillemer interviewed more than 1,000 Americans over the age of 65 to seek their counsel on all of life's big issues: children, marriage, money, career and aging. He explained why younger

people should take advantage of this rich resource of older Americans' wisdom. He recommends that young people talk to older members of their own family before it is too late.

**Issues covered:**

**Length: 9:17**

**Senior Citizens**

**Personal Health**

**Career**

**Scott Bittle**, policy analyst, Senior Fellow and Founding Editor of PublicAgenda.org, a non-partisan public opinion research organization, author of *"Where Did the Jobs Go And How Do We Get Them Back?"*

The subject of unemployment remains the public's top concern in polls and is continually marked as the most damaging result of the Great Recession. Mr. Bittle explained why the issue is so complex and why the nation needs to take a long-term approach to resolving it. He also analyzed various solutions proposed by each side of the political spectrum.

**Issues covered:**

**Length: 7:57**

**Unemployment**

**Government Policies**

**Economy**

**John Hayes, PhD**, Assistant Professor of Food Science and Director of the Sensory Evaluation Center at Penn State University

Nine out of 10 Americans get too much sodium in their diets. Dr. Hayes discussed a recent government report that found that just 10 foods are responsible for 44 percent of the sodium in the average diet. He outlined steps to cut sodium intake and the reasons why everyone should do it.

**Issues covered:**

**Length: 4:54**

**Personal Health**

**Date aired: 2.2.14 Time Aired: 5:00am**

**Yasmin Hurd, PhD**, Professor of Psychiatry and Neuroscience at the Icahn School of Medicine at Mount Sinai Hospital in New York

Dr. Hurd's research found that teenagers who smoke marijuana may make their future offspring more vulnerable to substance abuse problems. She believes that marijuana use causes structural changes in DNA that may last for generations. Dr. Hurd said much more research into the health effects of marijuana is needed. She also explained how parents can deal with the mixed messages society is conveying to young people about marijuana.

**Issues covered:**

**Length: 9:22**

**Substance Abuse**

**Government Regulations**

## **Parenting**

**Chris Malone**, Managing Partner of Fidelum Partners, a research-based consulting and professional services firm, author of "*THE HUMAN BRAND: How We Relate to People, Products and Companies*"

Mr. Malone explained why upstart businesses have surged in popularity while many traditionally dominant companies and brands have been falling behind. He outlined the reasons that social media has become such a valuable tool for both consumers and the companies they do business with. He said business schools fail to teach students how to nurture relationships with customers, causing much less loyalty to brands and products.

**Issues covered:**

**Length: 7:52**

**Consumer Issues**

**Education**

**Janet Larson**, Director of Research, the Earth Policy Institute

The US is the world's largest consumer of bottled water. Ms. Larson talked about the huge environmental impact of bottled water, both in its manufacture and disposal. She also explained how consumers can wisely decide whether to use bottled water.

**Issues covered:**

**Length: 4:54**

**Environmental Issues**

**Energy**

**Consumer Issues**

**Date aired: 2.9.14 Time Aired: 5:00am**

**Lisa J. Servon, PhD**, Professor and former dean at the Milano School of International Affairs, Management, and Urban Policy at The New School in New York

Alternative financial providers such as check cashers and payday lenders are often accused of preying on the poor, with high fees and interest rates. Dr. Servon conducted a study that examined why many lower income residents make the conscious decision to use these services, rather than traditional banks. She was surprised to find that the choice actually makes sense for many people who live paycheck to paycheck.

**Issues covered:**

**Length: 11:05**

**Poverty**

**Government Regulations**

**Personal Finance**

**Dan McCue**, Research Manager, Joint Center for Housing Studies of Harvard University

The cost of renting an apartment or house has jumped in the past decade, according to a study led by Mr. McCue. A 6% rise in prices, combined with the drop in renter incomes, has made affordability a major concern. Much of the jump in prices is because of increased demand for rental homes as a result of the mortgage crisis. He said a quarter of all U.S. households are paying more than half of their income for housing, which is dangerously high.

**Issues covered:**

**Length: 6:07**

**Affordable Housing**

**Poverty**

**Consumer Issues**

**Debbie Magids, PhD**, psychologist, author of *"All the Good Ones Aren't Taken"*

Dr. Magids discussed the trend of serial dating and why dating is so difficult for women in particular. She explained the most common dating errors and suggested ways that a person can analyze their own patterns of behavior, to clear the way for more fulfilling relationships.

**Issues covered:**

**Length: 4:48**

**Mental Health**

**Women's Issues**

**Date aired: 2.16.14 Time Aired: 5:00am**

**Russell E. Johnson, PhD**, Assistant Professor of Management in the Eli Broad College of Business at Michigan State University.

Dr. Johnson's research has found that people who check their work emails on smartphones at night could end up hurting their ability to work the following day. He found that smartphones appeared to have a greater effect on people's energy levels and sleeping abilities in comparison to other electronic screens. He offered several suggestions on how to control smartphone use at night.

**Issues covered:**

**Length: 7:24**

**Personal Health**

**Workplace Matters**

**Career**

**Daniel J. Siegel, MD**, neuropsychiatrist, Clinical Professor of Psychiatry at the UCLA School of Medicine, Executive Director of the Mindsight Institute, author of "*Brainstorm: The Power and Purpose of the Teenage Brain*"

Dr. Siegel said that between the ages of 12 and 24, the brain changes in dramatic and important ways. He believes this brain development is the explanation for sometimes erratic, unusual and creative behavior in teens. He said that if parents understand the science behind these changes, they can better help their teenagers navigate this challenging phase of life.

**Issues covered:**

**Length: 9:36**

**Parenting**

**Personal Health**

**Kenneth Dautrich, PhD**, Associate Professor of Public Policy, University of Connecticut

Dr. Dautrich recently conducted a survey of students to learn their attitudes toward the First Amendment. He found that schools are spending more class time on the First Amendment, but a sizeable number of students either do not view the First Amendment favorably or take its protections for granted.

**Issues covered:**

**Length: 4:52**

**Citizenship**

**Education**

**Date aired: 2.23.14 Time Aired: 5:00am**

**John M. Leventhal, MD**, Professor of Pediatrics and Medical Director of the Child Abuse and Child Abuse Prevention Program at Yale Medical School, expert in child abuse prevention

Dr. Leventhal has dedicated his career to the prevention of child abuse. He recently conducted a study that found that the first year of life is the most dangerous for children. He said that parents from any income, educational or social level can be the perpetrators of abuse, largely because they are unprepared to deal with infants' crying. He believes that educational programs for new parents could help reverse the trend.

**Issues covered:**

**Length: 8:31**

**Child Abuse**

**Parenting**

**Erin Botsford**, financial planning expert, author of "*The Big Retirement Risk: Running out of Money Before You Run Out of Time*"

For many baby boomers, the recession didn't wipe out their nests egg completely, but it did shrink it considerably. Ms. Botsford discussed the turbulence in today's economy and how it has changed retirement planning. She explained how people approaching their golden years can assess their financial needs and take steps to ensure a sound retirement.

**Issues covered:**

**Length: 8:41**

**Retirement Planning**

**Senior Citizens**

**Personal Finance**



**Aaron W. Smith**, Senior Research Specialist with Pew Research Center's Internet & American Life Project

Mr. Smith surveyed 1,000 US adults and found that more half of consumers used cell phones in stores during the holidays. He outlined the most common ways that consumers use their phones as shopping tools. He also explained how brick-and-mortar stores may react to the trend by changing policies, products and prices.

**Issues covered:**

**Length: 5:01**

**Economy**

**Consumer Matters**

**Date aired: 3.2.14 Time Aired: 5:00am**

**John A. Eterno, Ph.D.**, Professor, Associate Dean and Director of Graduate Studies in Criminal Justice at Molloy College, former Captain with the New York City Police Department, co-author of *"The Crime Numbers Game: Management by Manipulation"*

Dr. Eterno conducted the first scientific examination of crime statistics manipulation in the New York City Police Department. He explained how increasing pressure to show decreasing crime rates by any means necessary has affected police departments throughout the United States. He discussed how this affects crime victims and explained what citizens can do, to ensure that their local police department is reporting crime statistics in an honest manner.

**Issues covered:**

**Length: 8:47**

**Crime**

**Government Policies**

**Kristen Copeland, MD**, Assistant Professor of Pediatrics at Cincinnati Children's Hospital Medical Center

75% of young children in the US are in some form of pre-school or daycare outside the home. Dr. Copeland conducted a study that found that most children in day care get far too little exercise. She explained the reasons behind this trend and why parents should be concerned. She outlined the types of questions parents should ask when they are looking for a pre-school or daycare center.

**Issues covered:**

**Length: 8:24**

**Children's Health**

**Parenting**

**Education**

**Phil Reed**, Senior Consumer Advice Editor at Edmunds.com

Today's cars no longer need to have their oil changed every 3,000 miles. Mr. Reed talked about design improvements in recent years, and how drivers can decide when it really is time for an oil change. He talked about the positive effects of this rapidly advancing technology for both the environment and consumers' pocketbooks.

**Issues covered:**

**Length: 4:52**

**Environment**

**Consumer Matters**

**Date aired: 3.9.14 Time Aired: 5:00am**

**Brian Fleming**, combat veteran, co-author of *"Redeployed: How Combat Veterans Can Fight the Battle Within and Win the War at Home"*

Mr. Fleming discussed Post Traumatic Stress Disorder and other difficulties faces by combat veterans and their families. He noted that the suicide rate among veterans under the age of 30 has risen by 44% in the past several years. He said no one prepares veterans to successfully make the transition back home. He offered strategies for both vets and their families who are struggling with a return to civilian life.

**Issues covered:**

**Length: 9:16**

**Military Families Issues**

**Government Policies**

**Mental Health**

**Bradley F. Bale, MD**, heart attack and stroke prevention specialist, Medical Director of the Heart Health Program for Grace Clinic, Lubbock, TX, author of *"Beat the Heart Attack Gene: The Revolutionary Plan to Prevent Heart Disease, Stroke, and Diabetes"*

Heart disease affects 81 million Americans and is the culprit in one of every two deaths in the United States. Dr. Bale said most people think that they are not at risk of a heart attack if they control their cholesterol and blood pressure, but they aren't aware of other major risk factors. He outlined some relatively inexpensive lab tests than can uncover arterial inflammation and its underlying causes. He also talked about the importance of simple changes in lifestyle that can dramatically cut the risk of heart attack and stroke.

**Issues covered:**

**Length: 9:16**

**Personal Health**

**Alfie Kohn**, education watchdog, author of "*The Homework Myth: Why Our Kids Get Too Much of a Bad Thing*"

Mr. Kohn shared results of a study that found that more homework is being assigned to younger students each school year. He believes that homework provides no benefits in elementary school. He explained why homework is still so widely accepted, despite evidence against it.

**Issues covered:**

**Length: 4:37**

**Education**

**Government Policies**

**Children's Issues**

**Date aired: 3.16.14 Time Aired: 5:00am**

**Deborah Serani, Psy.D.**, licensed psychologist, Adjunct Professor at the Gordon F. Derner Institute of Advanced Psychological Studies, co-author of "*Depression and Your Child: A Guide for Parents and Caregivers*,"

Childhood depression is on the rise in America. Dr. Serani discussed the major challenges faced by families of children with mental illness. She talked about the most common symptoms that indicate clinical depression or suicidal thoughts in children. She also outlined the most effective treatments.

**Issues covered:**

**Length: 10:56**

**Mental Health**

**Parenting**

**Suicide**

**Julie Angwin**, Pulitzer Prize-winning investigative journalist, author of *"Dragnet Nation: A Quest for Privacy, Security and Freedom in a World of Relentless Surveillance"*

Ms. Angwin explained why Americans should be concerned about the rapidly increasing ways that the government, private companies, and even criminals use technology to indiscriminately sweep up vast amounts of our personal data. She outlined tools that people can use to reduce their digital footprint. She also talked about possible reforms that could be implemented to slow the erosion of privacy rights.

**Issues covered:**

**Length: 6:17**

**Privacy**

**Government Policies**

**Consumer Matters**

**Russell Pate, PhD**, Professor of Exercise Science at the University of South Carolina

A third of U.S. adolescents are unfit, according to Dr. Pate's National Health and Nutrition Examination Survey, and he believes that it's time to get them moving. He said that kids who are unfit are likely to become unfit adults, with greater risks of developing diabetes, high cholesterol, high blood pressure and other illnesses. Dr. Pate offered simple ideas for parents on how to increase their kids' level of exercise.

**Issues covered:**

**Length: 4:57**

**Health**

**Children's Issues**

**Date aired: 3.23.14 Time Aired: 5:00am**

**Stephen Downing**, retired Deputy Chief of the Los Angeles Police Department, board member of the nonprofit organization Law Enforcement Against Prohibition

Mr. Downing explained why he believes that the war on drugs has failed. He said that his on-the-job experience demonstrated the futility of trying to enforce current drug laws. He discussed the many negative consequences of the war on drugs, particularly on children. His organization believes that drugs should be legalized, controlled and taxed.

**Issues covered:**

**Length: 8:38**

**Drug Abuse**

**Government Policies**

**Crime**

**Laurence Shatkin, PhD**, career information expert, author of numerous books on choosing a career, including "*150 Best Jobs for a Secure Future*"

Dr. Shatkin shared his research into the most secure jobs during hard economic times. He ranked occupations by pay, growth prospects, and number of potential openings, along with the amount of education or training required. He offered advice for young people who are considering their career options and for older workers thinking about a mid-life career change.

**Issues covered:**

**Length: 8:36**

**Employment**

**Education**

**Kendrin Sonnevile, ScD, RD, LDN**, Research Scientist, Clinical Nutrition Specialist at Children's Hospital, Boston

Dr. Sonnevile conducted a study that found that teenage girl athletes with the highest levels of vitamin D in their diets were half as likely to suffer a stress fracture. She said vitamin D deficiencies in teen girls are common. She explained which activities are most commonly associated with stress fractures and recommended ways to get enough vitamin D.

**Issues covered:**

**Length: 5:04**

**Personal Health**

**Women's Issues**

**Date aired: 3.30.14 Time Aired: 5:00am**

**Michelle A. Riklan**, employment and career expert, co-author of *"101 Great Ways to Compete in Today's Job Market"*

Mr. Riklan offered marketing ideas for people either looking for a job or hoping to move their careers forward. She explained the critical importance of social media in today's job market and offered tips to optimize a LinkedIn page. She said even people who are secure in their current jobs should be prepared to immediately take advantage of an opportunity at a better job.

**Issues covered:**

**Length: 8:49**

**Employment Matters**

**Career**

**Judy Foreman**, nationally syndicated health columnist, author of *"A Nation in Pain: Healing Our Biggest Health Problem"*

According to government statistics, 100 million American adults live in chronic pain. Ms. Foreman discussed the connection between chronic pain and prescription drug addiction. She said exercise is one of the most effective ways to deal with chronic pain. She also discussed reforms in government policies that could allow the healthcare system to better deal with the epidemic of chronic pain.

**Issues covered:**

**Length: 8:30**

**Personal Health**

**Drug Abuse**

**Government Policies**

**Ciji Ware**, author of *"Rightsizing Your Life"*

Many Baby Boomers are beginning to think about the future and how many material possessions they really need. Ms. Ware believes that more isn't always better. She offered ideas on how to make wise decisions in downsizing, in particular through recycling and donating unneeded items.

**Issues covered:**

**Length: 4:58**

**Charitable Contributions**

**Recycling**

**Consumer Issues**

**Senior Issues**

**TODAY'S WORLD 2014 Q1**



## Program Synopsis

January – March 2014

“FurEver Animal Rescue” featuring Terry Messer, Executive Program Director & Julie Wong, Assistant Program Director. AIR DATE January 5, 2014

Staff from this non-profit pet rescue organization joined the show to discuss their services in The Bay Area. We also talked about upcoming fund-raising events and their need for volunteers for pet fostering.

“Chabot College: Puente Project” featuring Sandra Genera, Counselor and Instructor & Pablo Mota. Puente Project Student. AIR DATE January 12, 2014

The Puente mentoring and education projects at Chabot College help increase the number of educationally underserved students with assistance in transferring into four year universities, mentoring, sustained academic counseling and more. Our guests discussed various services and experiences with the program.

“American Heart Association: Go Red Strut” featuring Nicole Ludwig, Mother and Advocate for the American Heart Association Go Red Strut Campaign.

AIR DATE January 19, 2014

Our guest joined the show to discuss her journey with heart disease while being a mother and wife. We also discussed the annual AHA “Go Red” campaign and the “Go Red Strut” event to raise awareness for cardiovascular disease as well as prevention and treatment – specifically for women.

“Elevate Hope Foundation” featuring Jason Hoffman, Executive Director & Co-Founder of 51Oakland and the Elevate Hope Foundation.”

AIR DATE January 26, 2014

Advocate Jason Hoffman came on the show to discuss his organization’s non-profit partnering with singer Sheila Escovedo to create the Elevate Hope Foundation. They assist providing

children alternative methods to therapy through music and the arts. These programs are lacking or typically slashed in most public schools so they help raise awareness and bring some music/arts back to many schools.

“Chinatown YMCA/Chinese New Year Festival” featuring Andy Chu, Associate Executive Director of Chinatown YMCA and Peggy Kennedy, Marketing Director for Southwest Airlines Chinese New Year Festival & Parade.

AIR DATE February 2, 2014

It's the Year of the Horse and our guests joined us to talk about an annual fundraising run/walk marathon to benefit the Chinatown YMCA -- as well as the vastly popular and culturally diverse Chinese New Year Parade event in San Francisco.

“DYF: Diabetes Youth + Families” featuring Mats Wallin, Executive Director and Joe Madden, DYF Board Member and Sports Professional. AIR DATE February 9, 2014

DYF, formerly the Diabetic Youth Foundation, has helped families and children in the Bay Area for over 70 years. Guests discussed the organizations many services and outreach programs for kids and parents. We also talked about their fundraising “March Mania” sports event. All the proceeds will benefit Diabetes, Youth + Families.

“Maine Coon Adoptions” featuring Elaine Lyford-Nojima, Executive Director and Kelly Perry, Volunteer. AIR DATE February 16, 2014

This non-profit and grassroots pet organization specifically deals in helping shelter and foster cats get adopted. Their volunteers shelter as well as rescue and trap/spay-neuter/release many felines in The Bay Area. Since their inception in 2004, they have assisted in getting over 2,000 cats adopted. We discussed fundraising efforts and the need for additional volunteers.

“STAND For Families Free of Violence” featuring Gloria Sandoval, CEO.

AIR DATE February 23, 2014

STAND's mission is to promote safe and strong families throughout The Bay Area. Their wide program spectrum includes prevention, intervention and treatment. We also discussed the

culture of violence affecting children as well as domestic violence as a social issue. The organization's CEO also talked about upcoming fundraising events.

"CAAMFest & CAAMedia" featuring Masashi Niwano, Festival Director for CAAMFest. AIR DATE March 2, 2014

CAAM or Center for Asian American Media is the nation's leading Asian American media arts organization with roots here in The Bay Area. Our guest joined the show to discuss the organization's mission in preserving the Asian culture through film as well as other media & education. We also discussed their annual CAAMFest event featuring many films from all over Asia. Masashi also talked about other fundraising efforts.

"Year Up Bay Area" featuring Jay Banfield, Executive Director and Alex Maiden, Year Up Bay Area Graduate. AIR DATE March 9, 2014

Year Up is a nationally recognized non-profit organization that provides urban young adults with the opportunity to reach their full career potential through paid training and a corporate internship. We talked about the process as well as Year Up's services. One of their graduates joined the show to talk about her experiences and success stories with the program.

"Cancer CAREPoint" featuring Rob Tufel, Executive Director and Allison Jones-Thompson, Board Chair. AIR DATE March 16, 2014

Cancer CAREpoint offers a wide range of services and programs including nutrition consults, lymphedema education, and groups to support breast, ovarian, survivors, recurrence, caregivers and teens impacted by cancer. They also provide individual counseling and many special events. Our guests talked about need for volunteers and fundraising efforts. They are based in Silicon Valley area with hopes to expand to a larger platform.

"National Nutrition Month" featuring Kim Kulp, Registered Dietician.

AIR DATE March 23, 2014

Health expert Kim Kulp joined us for National Nutrition Month (March 2014) to discuss the latest facts and information with nutrition for kids and families. Kim also talked about the potential re-labeling of the nutrition label on foods as well as healthy tips for busy moms.

“James Logan High School Fundraiser” featuring Jaime Huertas, Counselor and Director, Joey Gaitan & Gangrel, Professional Wrestlers. AIR DATE March 30, 2014

Jaime Huertas discussed a major fundraiser at this Union City High School to benefit their popular Ballet Folklorico Club. This is the largest fundraising event of it's kind featuring former James Logan High alum Joey Gaitan. The school and pro-wrestler alliance will hopefully bring more fundraising efforts to Bay Area schools in the near future.

“Bay Area Proud #1” featuring journalist and NBC Bay Area reporter Garvin Thomas. AIR DATE March 30, 2014

Garvin joined the show to discuss the most recent batch of Bay Area residents who deserved some recognition for their acts of generosity and kindness. We talked about some of the locals who made it on to the newscast's weekly segment and their contributions to society.

# **Commonwealth Club National Radio**

## **Program**

### **Program Lineup for Q1**

*January – March 2014:*

#### **Aq & Trade**

**Tom Vilsack**, U.S. Secretary of Agriculture

**Michael Froman**, U.S. Trade Representative

In conversation with **Greg Dalton**, Founder and Host of Climate One

The droughts and superstorms of 2012 were followed in 2013 by ravenous fires and heat waves. Do those extreme weather events have human fingerprints? The IPCC has forwarded further scientific evidence of human-caused climate disruption. This discussion will focus on where the science is firm (precipitation events, surface temperature, sea level) and where it is less clear (hurricanes). It also will touch on what kind of severe weather Americans can expect in coming years and how the scientific “debate” plays out in public. **AIR DATE: January 5, 2014**

#### **The Age of Amazon and Twitter**

**Brad Stone**, Senior Writer, *Bloomberg Businessweek*; Author, *The Everything Store: Jeff Bezos and the Age of Amazon*

**Nick Bilton**, Columnist, *The New York Times*; Author, *Hatching Twitter: A True Story of Money, Power, Friendship and Betrayal*

In conversation with **Sir Michael Moritz**, Chairman, Sequoia Capital

Stone and Bilton have delved deep to get the inside stories of Amazon and Twitter. Industry leaders today, these two behemoths once faced the common struggles of many startups. Learn from their founders’ stories, and hear how they overcame interpersonal power struggles and engineered new markets to create successful mega

companies. Join us as Stone and Bilton share corporate profiles and recount the beginnings, the drama and the glory of Amazon and Twitter. **AIR DATE: January 12, 2014**

### **Treating Trauma with....Ecstasy?**

**Richard Rockefeller**, M.D., Former Board Member, Rockefeller University; Former Chair, U.S. Advisory Board, Doctors Without Borders

In conversation with **Larry Brilliant**, M.D., MPH, President, Skoll Global Threats Fund; Co-founder, Seva Foundation

Could ecstasy effectively treat – maybe even cure – post-traumatic stress disorder (PTSD)? Dr. Rockefeller says yes – or at least a very strong maybe. He says studies involving a small number of people with moderate to severe treatment-resistant PTSD found most subjects were improved after three treatments with medical-quality ecstasy. He's cautiously optimistic about the prospect of psychedelic medicine, which he believes could heal the trauma in millions from Darfur to the former Yugoslavia. FDA-approved trials of therapy with ecstasy began in 2004, and Dr. Rockefeller believes the U.S. government will eventually approve using the drug for serious medical treatment if research on larger numbers bears out these early findings. **AIR DATE: January 19, 2014**

### **James Carville and Mary Matalin**

**James Carville**, Co-author, *Love & War: Twenty Years, Three Presidents, Two Daughters and One Louisiana Home*

**Mary Matalin**, Co-author, *Love & War: Twenty Years, Three Presidents, Two Daughters and One Louisiana Home*

**Terry Christensen**, Professor Emeritus, San Jose State University - Moderator

Carville and Matalin are one of the country's most intriguing, intense and ideologically mismatched political couples. Carville, a Democrat, has worked for Bill and Hillary Clinton, and Matalin, a Republican, has worked for George W. Bush and Dick Cheney. After 20 years together, Carville and Matalin offer a candid look into the heart of Washington politics. They also share why they decided to relocate their family to New

Orleans and their continued efforts to rebuild the city after Hurricane Katrina.

**AIR DATE: January 26, 2014**

### **Lord Nicholas Stern**

Former World Bank Chief Economist; Professor of Economics, London School of Economics

In conversation with **Greg Dalton**, Founder and Host of Climate One

Few people have impacted the discussion of economics of carbon pollution more than English economist Nicholas Stern. Lord Stern authored the highly influential 2006 “Stern Review,” which concluded that the problem was one of risk management on an immense and unprecedented scale. The costs of inaction were far greater than the costs of action. He has more recently emphasized the great opportunities in the transition to the low-carbon economy.

**AIR DATE: February 2, 2014**

### **Walter E. Hoadley Annual Economic Forecast**

**Keith Hennessey, Faculty Member, Stanford Graduate School of Business; Director, National Economic Council Under President George W. Bush; Member, Financial Crisis Inquiry Commission**

**Christina Romer, Professor of Economics, UC Berkeley; Immediate Past Chair, President Obama’s Council of Economic Advisers**

**Jonathan Weber, West Coast Bureau Chief, Reuters News - Moderator**

With budget and debt ceiling fights again looming in Washington, will the economy continue its modest improvement? Don’t miss this lively discussion with two former top presidential economic advisors on where the U.S. and global economies are headed in 2014 and what should be done to keep them on track. **AIR DATE: February 9, 2014**

### **Linda Ronstadt**

**Linda Ronstadt, Grammy Award-winning Musician; Author, *Simple Dreams: A Musical Memoir***

**Barbara Marshman, Editorial Pages Editor, *San Jose Mercury News***

Linda Ronstadt was the first female artist to release four consecutive platinum albums and has collaborated with everyone from Neil Young to Frank Sinatra to Dolly Parton. Her music represents all facets of rock, pop, country, jazz and Latin, and she has sold more than 100 million records worldwide. Join us as Ronstadt traces the roots of her musical journey starting with her childhood in Arizona, her introduction to the Los Angeles music scene, and coping with success as one of the most iconic singers of our time. Learn more about her fascinating life, political activism and ongoing commitment to arts education. **AIR DATE: February 16, 2014**

**Amy Chua: Tale of a Tiger Mother**

**Author, *Battle Hymn of the Tiger Mother*, John M. Duff Professor of Law, Yale Law School**

**Anna W.M. Mok, Partner, Deloitte & Touche LLP; Vice Chair, Commonwealth Club Board of Governors – Moderator**

Parenting in public is a gutsy move, and no one knows that better than Chua. The Yale Law School professor's 2011 memoir, *Battle Hymn of the Tiger Mother*, took an honest and often provocative look at the rewards – and the costs – of raising her children the strict “Chinese” way. Join us as best-selling author Chua talks about the parenting cultural divide, her struggles and aspirations as a parent, and what it really means to be a tiger mother. **AIR DATE: February 23, 2014**

**R&D, Innovation Labs and Channeling Your Inner Startup**

**Will Young, Director, Zappos Labs**

**Brian Luerssen, GM, OKCupid Labs**

**Mark Randall, Chief Strategist and VP of Creativity, Adobe**

**James Temple, Senior Editor, Re/code**

With constantly evolving technology and the challenge to think outside the box, the trend of separate innovation “labs” has spread amongst big name businesses. Companies that have shed their “startup” classification are keeping their crews nimble by designating teams to experiment – try and fail and try, try again – in an effort to go toe-to-toe with each new startup. You wouldn't immediately connect nimble, tech-savvy creators with big standalone brands; yet these companies are able to give creative minds what they need most – the opportunity to fail without long-term damage. So how do these teams fit within the larger corporate structure? What's the difference between



an R&D team and an innovations lab? How do these teams keep a startup mentality working for established brands and products? And how do they use technology and new ideas to reach the perfect consumer for their brand? Our panelists will discuss the importance of innovation within large companies and how corporate teams are thinking like startups and projects that have both succeeded and failed in the labs.

**AIR DATE: March 2, 2014**

**Tom Perkins: The War on the 1%**

**Tom Perkins**, Co-founder, Kleiner Perkins Caufield & Byers

In conversation with **Adam Lashinsky**, Senior Editor at Large, *Fortune*

Tom Perkins is the co-founder of Kleiner Perkins Caufield & Byers, one of Silicon Valley's first Venture Capital firms on the legendary Sand Hill Road. He is an alumnus of Harvard and MIT, a renowned businessman and outspoken capitalist. In January of this year Tom Perkins wrote a letter published by The Wall Street Journal to "call attention to the parallels of fascist Nazi Germany to its war on its 'one percent,' namely its Jews, to the progressive war on the American one percent, namely the 'rich.'" The letter was widely criticized (in The Atlantic, The Independent among bloggers, Twitter users, and even "his own colleagues in Silicon Valley"). Perkins later apologized for making comparisons with Nazi Germany, but otherwise stood by the message of his letter. **AIR DATE: March 9, 2014**

**Anna Quindlen**

**Author, *A Short Guide to a Happy Life and Still Life with Bread Crumbs***

Best known for her award winning *New York Times* and *Newsweek* opinion columns, Quindlen offers up a highly anticipated new novel, sharing a deeply moving and funny story about unexpected love and a woman's journey of self-discovery. **AIR DATE: March 16, 2014**

**Orville Schell: The Rise of China**

Arthur Ross Director, Center on U.S.-China Relations, Asia Society; Former Dean and Professor, UC Berkeley; Co-author, *Wealth and Power: China's Long March to the Twenty-First Century*

Modern China is shaped by many figures, including political leaders, writers and activists. Orville Schell observes that the rapidly transforming country has shifted from

“imperial doormat to global economic powerhouse.” Schell, drawing on his career of scholarly work, will discuss China’s future. **AIR DATE: March 23, 2014**

### **Change.org: Tech for Good**

**Ben Rattray**, Founder, [Change.org](http://Change.org)

In Conversation with **Matt Mullenweg**, CEO, Automattic; Lead Developer, Wordpress

With constantly evolving technology and the challenge to think outside the box, the trend of separate innovation “labs” has spread amongst big name businesses. Companies that have shed their “startup” classification are keeping their crews nimble by designating teams to experiment – try and fail and try, try again – in an effort to go toe-to-toe with each new startup. You wouldn’t immediately connect nimble, tech-savvy creators with big standalone brands; yet these companies are able to give creative minds what they need most – the opportunity to fail without long-term damage. So how do these teams fit within the larger corporate structure? Our panelists will discuss the importance of innovation within large companies and how corporate teams are thinking like startups and projects that have both succeeded and failed in the labs.

**AIR DATE: March 30, 2014**